Source: https://www.industrydocuments.ucsf.edu/docs/ljyj0004

Reasons for liking the Northwind Silver Pack the Best

	Total
Liked the Silver Northwind the Best	N = 238
	% 79
Color	
Like the color / attractive color	13
Like the color combinations / blending of shades / lighter to darker	7
Like the blue colors	5
Like the silver / metallic color	5
Colors are eye catching	2
Brighter colors / more vivid	3
Refreshing / cool colors	4
Like the red in the crest / stands out	4
Design	
Like the design	5
Like the ribbon / angle / stripe effect	4
Design looks like the wind blowing / the shades	5
Lettering	
Like the lettering / Way of writing the name	7
General	
Sophisticated / elegant / classy	5
Futuristic / contemporary / modern	4
Refreshing looking / cooler looking	4
attractive / just like the looks	9
Eye catching	9
Clean looking / not busy	5

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